

ABSTRACT OF THE DISCLOSURE

A liquid crystal display apparatus includes: an illumination section having a light source and an optical guide member, and a reflection type LCD having a display region including a plurality of pixels for performing a display function, the optical guide member having first and second principal faces opposite to each other and first and second end faces opposite to each other. The reflection type LCD is disposed on or above the first principal face of the optical guide member. Light from the light source enters the optical guide member at the first end face, exits the optical guide member at the first principal face so as to be incident on the reflection type LCD and reflected therefrom, reenters the optical guide member at the first principal face, and exits the optical guide member at the second principal face toward a viewer.